

# INFORMATION MARKETING TO TARGET CUSTOMERS FOR NEW PRODUCTS

*Customers assess product and service offerings functionally (“Will it work for me?”) before they engage emotionally.*

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<b>WHO?</b>	<ul style="list-style-type: none"><li>✓ Do I need this?</li><li>✓ Does it fit my lifestyle / ecosystem?</li><li>✓ Does it make my life better?</li></ul>
<b>WHAT?</b>	<ul style="list-style-type: none"><li>✓ What are the key features and attributes?</li><li>✓ What does it do for me / what service does it perform?</li><li>✓ What is the evidence that it will perform well?</li><li>✓ Can it perform this function better than alternatives?</li></ul>
<b>HOW?</b>	<ul style="list-style-type: none"><li>✓ How does it work – what are its internal mechanisms?</li><li>✓ How is it better for me?</li><li>✓ How do others assess it?</li></ul>
<b>WHY?</b>	<ul style="list-style-type: none"><li>✓ Why should I believe the claims?</li><li>✓ Why should I switch?</li></ul>